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PRESS RELEASE

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Bank on the Beach's New Monopoly®

-- Proceeds Benefit the Miami Design Preservation League --

Miami Beach, FL -- Celebrating the history and culture of Miami and Miami Beach, The MONOPOLY® Brand introduces MONOPOLY® MIAMI and the BEACHES. Showcasing an exceptional tour of the cities' beautiful landmarks and exciting attractions and businesses from Ocean Drive's Art Deco skyline to the Vizcaya Museum & Gardens, this special edition of the beloved Parker Brothers game is available just in time for the holidays.

"This is a fun way to market our city," said Assistant City Manager Hilda Fernandez. "Miami Beach is not only featured on the cover and on the inside board, but Ocean Drive and Lincoln Road have replaced Boardwalk and Park Place."

The game highlights historic buildings and destinations quintessential to creating Miami/Miami Beach's international allure. In the center of the board, an image of Miami Beach's candy-colored lifeguard stand sits as a symbol of the city's Art Deco architecture. Players can select from the Ocean Drive Magazine "Chance" cards and earn \$150 for selling a painting at Art Basel, while The Miami Herald's "Community Chest" cards can prompt business tycoons to collect \$50 from each player for tickets to a New World Symphony concert. The game pieces used by players to move around the board are also custom made for this special edition and include a Miami Beach lifeguard stand, and Art Deco hotel, an airboat, a flamingo and an alligator, amongst others.

In an effort to give back to the city that the board honors, a generous percentage of proceeds from the sale of MONOPOLY® MIAMI and the BEACHES will be donated to the Miami Design Preservation League (MDPL). "Miami and the Monopoly board game have provided escapist entertainment since the depression era. Both mirror each other's

development and reinventions over the years to suit the ideologies of the changing times - yet each preserves the original integrity that continues to make them recognizable today. The MDPL is fortunate to be the non-profit partner for such an iconic game and intends to use its generous contribution to continue educating residents and guests about historic preservation," said MDPL Development Director Amy Tancig.

The Limited Edition of MONOPOLY® MIAMI and the BEACHES retails for \$35 - \$40 and it is available online and in select retailers throughout Miami including MDPL's Art Deco Gift Shop at 1200 Ocean Drive, Books & Books, and The Bookstore in The Grove. For more information, a full list of retailers or to place an order, please visit www.monopolymiami.com.

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